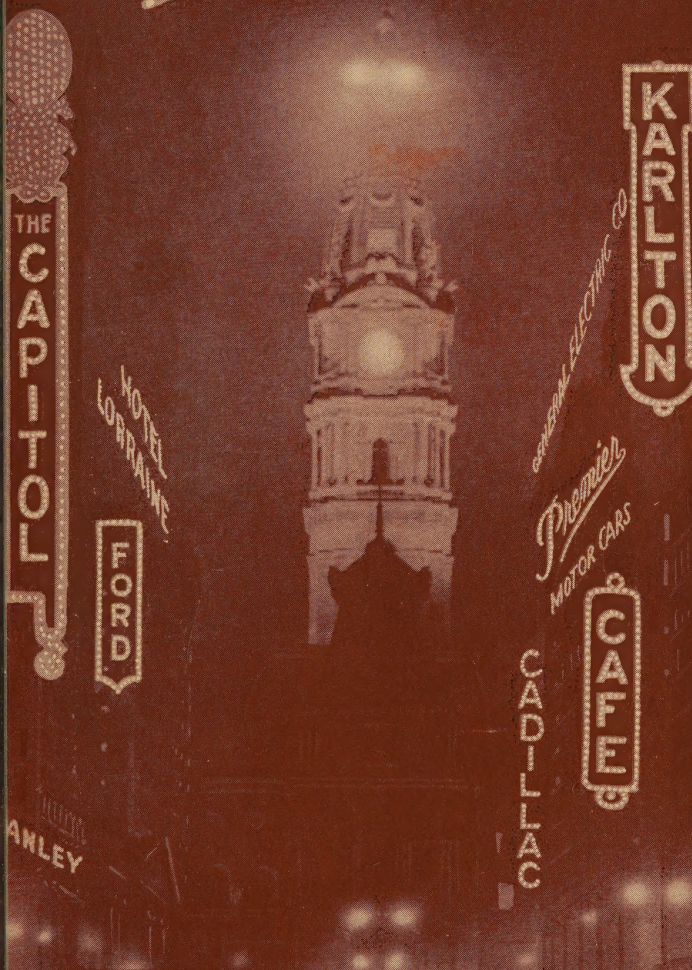


Electrical Advertising



Philadelphia Sign Co.
Philadelphia

Our Electric Signs Are 24 Hour Signs

Everybody Believes in Signs

EVERY LIBRARY
COLUMBIA UNIVERSITY

Millions of people have had their attention arrested and their memories permanently stamped by electric signs.

Electric Signs that Can't be Excelled

Electric signs have naturally come to be recognized widely as an invaluable aid to all who want to impress folk's minds with the location of their places of business. They are the most vivid form of advertising.

Electric signs constructed by the Philadelphia Sign Company are the final triumph of sign designing and construction.

The Sign of Sign Quality

Our artists and mechanics have developed the electric sign until it has reached the point where further improvement seems impossible. For it is as nearly perfect as is now humanly possible. If better signs are ever built, we will be the builders.

Philadelphia Sign Company's Electric Signs are artistic achievements and mechanical masterpieces. The painstaking skill and applied science and art with which they are made put them in a class by themselves.

Skilfully Made of Superior Materials

The "makings" of all electric signs are about the same. Structural steel is used in all. A few besides ourselves employ enamels. All require wiring. There's wide difference, however, between the effectiveness of our electric signs and that of all others.

You Can Bank on Our Know-How

Our colors are carefully chosen for their luminous quality. The enamels measure highest in reflection power. They intensify the light and increase the brightness of the signs.

CLASSICS

AT
7290

PS31

1921

Your Best Salesman—Our Electric Signs

Our Electric Signs Are Brightest and Best

The bulbs are placed in a way that makes the light go furthest. This heightens the pulling power of the signs and lowers their upkeep cost.

The brilliance of Philadelphia Sign Company's Electric Signs is backed by thorough mastery of the laws of light. Long experience and genuine artistic ability are the basis of their unequalled beauty.

Architects and advertisers alike recognize the individuality of our designs. Philadelphia Sign Company's Electric Signs are always in harmony with their surroundings—both by day and by night. And they always reflect the character of the product or proposition they represent.

Our electric signs are bonded signs. Each is backed by a bond bearing our personal signature. This is delivered into your hands as soon as the sign is erected.

It guarantees the electrical and mechanical work in connection with the sign to be perfect. It binds us to repair or replace free of charge any defective work or material furnished by us that is brought to our attention within two years from the date of installation.

Each of our electric signs is backed also by the Underwriter's Laboratories maintained by the National Board of Fire Underwriters. Each is periodically examined, checked and reported upon by the engineers and experts of this organization. In proof, each bears this label:



**Unequalled
Beauty of
Design**

**Bonded
Signs**

**Underwrit-
ers' Guar-
antee**

Spotlights on Your Business—Our Electric Signs

Our Electric Signs Stand Up and Out

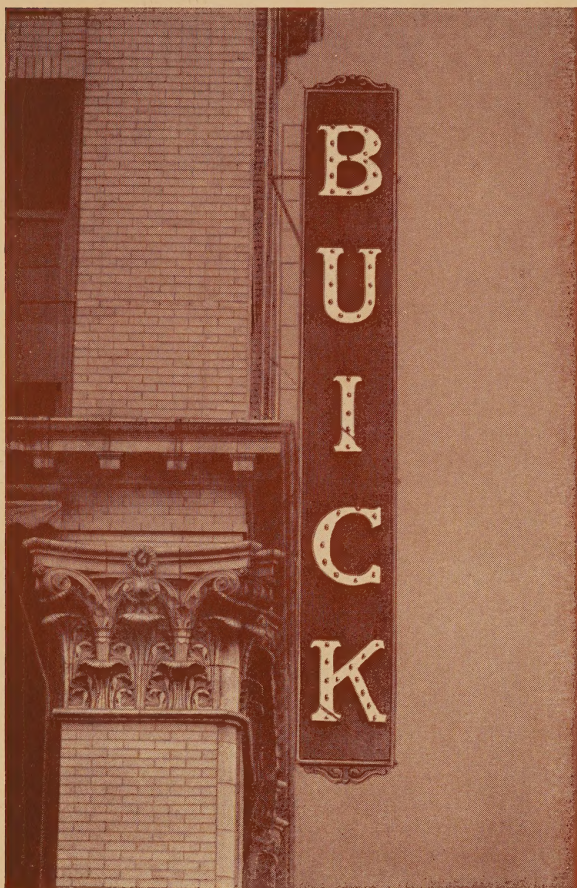


AMBER THEATRE—Frankford Ave., and Sergeant St.—18' x 5' wide. 450 lamps. White lights in the letters, colored lights in the border. Double faced, projecting type with richly ornamental border and splendid top piece. Note the magnificent "burst" of light! Amusement seekers are sure to prefer theatres attractively lighted.

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You Can Spot Our Electric Signs

Our Electric Signs—A Signal Success



BUICK MOTOR CO.—
Philadelphia Branch, 4' x 35'.
Letters 3' 6" high. Double faced,
projecting type. Brilliant lamps flash
on and off. See how the massive
conservative design harmonizes
with the architecture of the build-
ing and character of the business!
There is no limit to the variety
or value of the electric sign.

Philadelphia Sign Co., Builds Signs Right

Our Electric Signs — Always at Work



CADILLAC — Philadelphia Agency Service Sign—The large "C" is 18½' high. 500 lamps (25 watt). Roof type. Skeleton letters mounted on structural steel frame. This sign gives a very brilliant light that flashes on and off—A device that seldom fails to capture the attention of passersby. Recently erected, it's already proved highly effective.

Philadelphia Sign Co., Works with Know-How

Our Electric Signs Signify Success



FORD—C. R. Ely, Ford Agent—Camden, N.J.—This is one of the highly popular “OPALITE” signs. Its biggest beauty is that it’s as ornamental and outstanding by day as by night. Note the raised white glass letters! They increase markedly the distance at which it can be read easily and make it legible from any angle.

“Sign Here” Say Our Electric Signs



STANLEY THEATRE—Market and 18th Streets—6,500 lamps. Two splendid big roof signs, brilliant vertical corner sign, gigantic front display, interchangeable letter sign—Almost every type of electric sign contributes to the beauty of this veritable light house on Philadelphia's main torrent of traffic. Every point of vision within 6 blocks exploited. Biggest of 21 electric displays we've built for the Stanley Company.

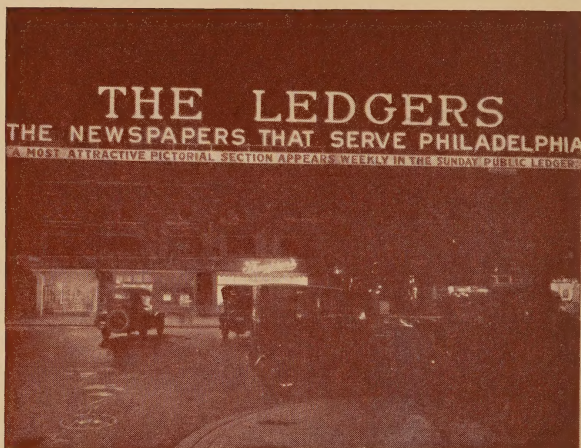




HESS-BRIGHT MFG. CO.—4' x 274' long. Letters constructed of galvanized sheet steel and mounted on screens of heavy wire mesh erected flat against the building. Enamelled and placed individually. Note how the flood lights make the whole building stand out. This sign seldom fails to catch the eye of travelers between Philadelphia and New York.



Our Electric Signs Are Easily Readable



LEDGERS—Formerly Broad St. near Walnut St. — 156' x 28'. 1,500 lamps (10 watt), 35 (100) projecting lights. Letters 8' and 4'. We fabricated 10 tons of steel, set on roof, made and mounted letters and completed this titanic sign in 9 days, 1 day short of the time allotted before the opening of the Advertising Men's Convention.—Proof of the unsurpassed speed of our service! Competitors had declined this order, calling it a physical impossibility. Its illumination attracted thousands in whose minds its message was indelibly written.

Bright Spots of the City — Our Electric Signs

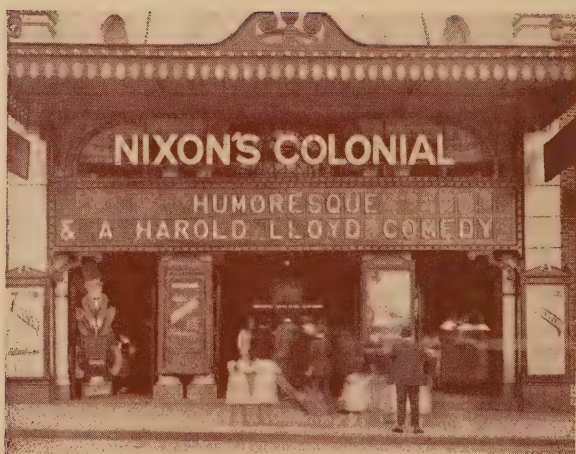
Our Electric Signs Drive Your Message Home



KUGLER'S RESTAURANT —
34 South 15th St. One of this pleasing pair of signs proves the durability as well as the distinctiveness of our electric signs, for it stayed in perfect working order all through the great Kugler fire. Now it is at work day and night in its new location welcoming folk in. Electrical signs have long ago proved their value in restaurant service, even though only small flashes are used. The Kugler signs are no exception to this fact.

Philadelphia Sign Co.—Assign Your Signs to Us

Our Electric Signs Welcome Folk In



NIXON'S COLONIAL
THEATRE—Germantown
—9' high x 32' long. A combination name and interchangeable letter sign rapidly replacing the old type. Note the beautiful flashing colored border—48 letter panels. Nearly all up-to-date moving picture theatres use this variety, because the interchangeable type electric sign permits any combination of characters to be substituted easily and immediately for any other combination.

A Bright Business Idea—Our Electric Signs

Our Electric Signs — Beautiful by Day, Too



THOMMEN'S RESTAURANT
—Market St. near 15th Street.
8' x 32'. Located 18' above the
roof to obtain widest possible at-
tention. Illuminated by 5 projec-
ting arm reflectors fitted with high
power lamps giving even distribution
of light. This roof bulletin proves
very effective advertising. It's one of
the few running border roof bulle-
tins in Philadelphia. This type of sign
points out your place of business
invitingly night and day.

Everybody Notices Our Electric Signs

Our Electric Signs Brighten Your Corner

A Sound, Profitable Investment

You assume no risk whatsoever in selecting our electric signs. Our bond and our enviable reputation for reliability are your four-square assurances of complete satisfaction.

Electric Sign Manu- facturers Since 1902

When you order an electric sign from us you will not be subjected to any avoidable delays. During our business life of 19 years we've established a record for the greatest speed of construction commensurate with our quality of service.

The experience of users for years has proved Philadelphia Sign Company's Electric Signs a sound and most profitable investment.

Profit by this Oppor- tunity!

Electric signs are still practically an innovation. Business men have just started to take advantage of them. Countless electric sign opportunities now await exploitation by wide-awake advertisers.

This is *your* big chance to boost *your* business. Now is the time to act.

The Dollars and Sense of Your Sign

You naturally want to know what your sign is going to cost you. And we want to lay the facts and figures before you.

If all signs were strictly standardized and absolutely alike, we could state here exactly what the cost would be per foot. Such signs would not serve you satisfactorily, however. For they would not suit your individual requirements.

The chief beauty of our electric signs is that they are designed expressly to fit your particular wants and needs—Your desired radius of radiance, one square or many—Your taste in ornamentation—The suggestion you wish conveyed.

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COLUMBIA UNIVERSITY

Signs of the Times—Our Electric Signs

Our Electric Signs Are Works of Art

There's one easy way of determining the exact cost of Philadelphia Sign Company's Electric Signs you're going to buy—Have our experts study your illumination problem and your wishes, then report to you.

**Get in
Touch with
Us Today**

A representative will be glad to call at your office any time that suits your convenience to discuss the matter. Or we'll be pleased to submit a report on the basis of the following specifications filled out by you.

Name _____

Address _____

Sign to Say _____

Length of Sign _____ Width _____

Skeleton Letters or on Background _____

Vertical or Horizontal _____

Double or Single Face _____ Size of Letters _____

Color of Background _____ Of Letters _____

Wired for Steady Light or Flasher _____

We use Voltage _____ On Alt. or Dir. Current _____

Time Switch 20-30-50-Amp. _____

Time Convenient for Interview _____

Have seen Sign of _____ at _____ Sts. _____

which Suggests Style and Size We Prefer.

**CUT THIS
OUT AND
MAIL IT
TO US!**

PHILADELPHIA SIGN CO.

338-40 N. RANDOLPH ST.

PHILADELPHIA, PA.

The Great Light Way—Our Electric Signs

Electrical Advertising



Philadelphia Sign Co.
Philadelphia